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# NEWS RELEASE

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## EARLY REGISTRATION FOR SUSTAINABILITY CONFERENCE ENDS MONDAY FEB. 14<sup>th</sup> (Save \$30 by registering early)

The “Sustainability in the Inland Northwest” conference, being held in Boise March 2 & 3, 2005, will showcase stories and the lessons learned from architects to ranchers to business executives. People with roots in the inland Northwest are using innovative approaches to achieve a triple bottom line – realizing economic, community, and environmental success.

According to organizers, “Sustainability works. The examples highlighted at the conference demonstrate that you don’t have to choose between a healthy economy, community and environment – you can have it all.” Farmers, ranchers, business people, scientists, nonprofit organizations, professors, architects, energy professionals, community leaders and others will have the opportunity to hear success stories, network, and take away tools that they can implement. The conference will feature sessions and workshops in five tracks: Energy, Natural Resources, Built Environment, Business, and Community.

Among the speakers are:

- Doc and Connie Hatfield, Country Natural Beef. These ranchers are founding members of a 30-farm cooperative that produces and markets hormone- and antibiotic-free beef.
- Ben Packard, Starbucks. Packard is Director of Environmental Affairs for this Fortune 500 Company that integrates environmental and social responsibility throughout its worldwide supply chain.
- Nathan Good, BetterBricks. Good is architect, designer, consultant and member of integrated design teams developing sustainable architectural solutions that incorporate energy and environmental efficiencies.
- Janine Benyus is a **Montana resident, nationally renowned speaker and author of “Biomimicry: Innovation Inspired by Nature”**. Benyus now writes popular books in the life sciences, consults with sustainable business leaders and talks about the genius that surrounds us.

For more information, visit [www.SustainableIdaho.org](http://www.SustainableIdaho.org). Registrations are now being accepted for the two-day event that will be held at the Grove Hotel in downtown Boise.

The conference is being planned by the Idaho Small Business Development Center at Boise State University and Idaho GEMStars, Idaho’s environmental leadership program. Major funding is provided through a USDA, Rural Development, Rural Business Opportunity Grant; the Bechtel Foundation and numerous other public and private entities throughout the region.

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